

# APPENDIX 6

## LOAN OF PLANTS, FLOWERS & EQUIPMENT

### DO YOU WANT GREATER VISIBILITY FOR YOUR PRODUCTS?

TAKE ADVANTAGE OF THE OPPORTUNITY TO DISPLAY YOUR PLANTS AND OTHER PRODUCTS IN DIFFERENT AREAS OF THE TRADE FAIR, SO THEY ARE NOT LIMITED TO YOUR STAND.

### AVAILABLE AREAS INCLUDE:

- Reception areas: frequently used as thoroughfares and meeting points for fair participants
- Covered galleries: the only way visitors can get from one hall to another
- The social evening: a fun and friendly fair highlight, held in the central esplanade of the Exhibition Centre.

### NEW!

- Social areas in Hall 4 and the Grand Palais
- The central aisle of Hall 4: where the FNPHP will hold its events
- UMT STRATège laboTest: during the consumer afternoon (Thursday 12 September), UMT STRATège will run a special 'test' stand inviting consumers to select plants from a range suitable for display in boxes on balconies, terraces and patios, and in small gardens. At the end of the experiment, a researcher will chat with consumers to ascertain the reasons for their choices.

### HERE IS A LIST OF THE TYPES OF PRODUCTS THAT CAN BE DISPLAYED IN DIFFERENT AREAS OF THE FAIR:

#### PLANTS & FLOWERS:

- Cut flowers
- Indoor plants
- Bedding plants
- Flowering plants
- Vegetable plants
- Trees and shrubs
- Rare and special plants and flowers
- Topiary art

#### EQUIPMENT:

- Pots, containers and planters
- Decorative products
- Urban furniture
- Shop fittings

#### Specific list for the UMT STRATège consumer LaboTest:

Chives - Giant taro - Aloe vera - Lemon beebrush - Strawberry tree - Wormwood - Basil - Begonia (flowering) - Bougainvillea (flowering) - Bottlebrush (flowering) - Mexican orange blossom - Citrus (with fruit) - Clematis (flowering) - Cordyline - Cyclamen (flowering) - Heather (flowering) - Milkthistle/seaholly (flowering) - Young eucalyptus - Feijoa/Brazilian guava/ pineapple guava - Blue fescue - Strawberry plant (with fruit) - Fuchsia (flowering) - Grevillea (flowering) - Shrubby Veronica - Ornamental ginger - Hibiscus (flowering) - Lavender - Cherry tomato - Apple tree (with fruit, edible or ornamental) - Lemon balm - Mint - Japanese banana tree - Sacred bamboo - Catnip - Oleander - Dwarf olive tree - Dwarf lilyturf - Iron cross - Rustic palms - Papyrus - Passion fruit/granadilla/maracuja - Zonal geranium (flowering) - Ivy geranium (flowering) - Parsley - Cape gooseberry/Peruvian groundcherry - Physocarpus lady in red - Cheesewood - Leadworts (flowering) - Raspberry bush (with fruit) - Dappled willow - Pineapple sage (flowering) - Blue sage (flowering) - Common sage - Mexican feathergrass - Black-eyed Suzanne vine (flowering) - Lemon thyme - Star jasmine - Nasturtium - Laurustinus

#### IMPORTANT

Delivery, installation, maintenance and removal of the products are the responsibility of the exhibitor.

IN EXCHANGE, WE CAN OFFER YOU HIGH VISIBILITY IN OUR MARKETING MATERIAL AND IN YOUR CHOSEN AREA OF THE TRADE FAIR.

In our marketing material:

- Your logo on the partner page of the fair catalogue and on our website [www.salonduvegetal.com](http://www.salonduvegetal.com)
- Extension of your partnership to our social media during the fair with redirection to your stand number

In your chosen area of the fair, near the plants and equipment on loan:

- Your logo and stand number on display
- A supply of your documentation and/or marketing material

For more information

+33 (0)2 41 79 14 17 // [salon@bhr-vegetal.com](mailto:salon@bhr-vegetal.com)